

Tobacco Retailer Nation

This activity is best suited for

Age Group: 9th – 12th grade, College

Number of Participants: Variable based on size of the area selected and the number of fast food restaurants and retailers you include; consider a teams of 2-4 students per one neighborhood or city.

Preparation Time: Variable; 1-2 hours per area selected

Activity Duration: Variable; 2-4 hours per area selected

Materials: Computers with internet access

Cost: \$0 (if you already have computer access!)

Best suited for: A tech savvy group with access to a list of retailer addresses



There are **6 McDonald's** near you

MAP VIEW

LIST VIEW

1

1530 FIRST AVE N.E.

CEDAR RAPIDS, IA 52402-5124

☐ Set as preferred location

1.0 miles away:

Get Directions

Phone:

(319) 364-5263

Open Now

Show hours ▼

McDonald's Careers:

Apply for Job

Walking Tobacco Audit



This activity is best suited for

Age Group: 8th – 12th grade

Number of Participants: 4-6

Preparation time: 3-4 weeks

Activity Duration: 2-4 hours

Materials: Audit form, route map, clipboards, pencils, digital camera, poster board, stickers/push pins for visual display, comfortable walking attire

Cost: \$0-\$50

Best suited for: Urban environments

WALKING TOBACCO AUDIT FORM



As you walk your route, be on the lookout for store exteriors with visible tobacco advertisements. Convenience stores, gas stations, pharmacies, and tobacco stores are just a few examples of stores you may come across on your walk. For each store with visible tobacco advertisements fill out the information below as a group and take photographs of the advertisements you see.

Date: _____

Store Name: _____

Address: _____

Step 1: Type of Store (check one)

- ☐ Supermarket & Other Grocery ☐ Convenience Store ☐ Tobacco Store ☐ Gas Station ☐ Newsstand
☐ Beer, Wine, and Liquor Store ☐ Pharmacy or Drug Store ☐ Other _____

Step 2: Ad Placement and Discount Ads

- Are there ads on store doors?..... ☐ No ☐ Yes
 Are there ads on building walls?..... ☐ No ☐ Yes
 Are there ads on property fences?..... ☐ No ☐ Yes
 Are there ads on functional items? e.g. windshield cleaning stations, trash cans, benches. ☐ No ☐ Yes
 Are there any ads in other places?..... ☐ No ☐ Yes If Yes, where _____
 Are there any "special" price ads?..... ☐ No ☐ Yes
 Are there any ads with a multi-pack discount?..... ☐ No ☐ Yes

Step 3: Type of Advertisements

- Are there ads for cigarettes?..... ☐ No ☐ Yes How Many? _____
 Are there ads for cigars or cigarillos (little cigars)?..... ☐ No ☐ Yes How Many? _____
 Are there ads for smokeless tobacco?..... ☐ No ☐ Yes How Many? _____
 Are there ads for other tobacco products (like snus or cigar wrappers?)..... ☐ No ☐ Yes How Many? _____

TOTAL NUMBER OF ADVERTISEMENTS = _____

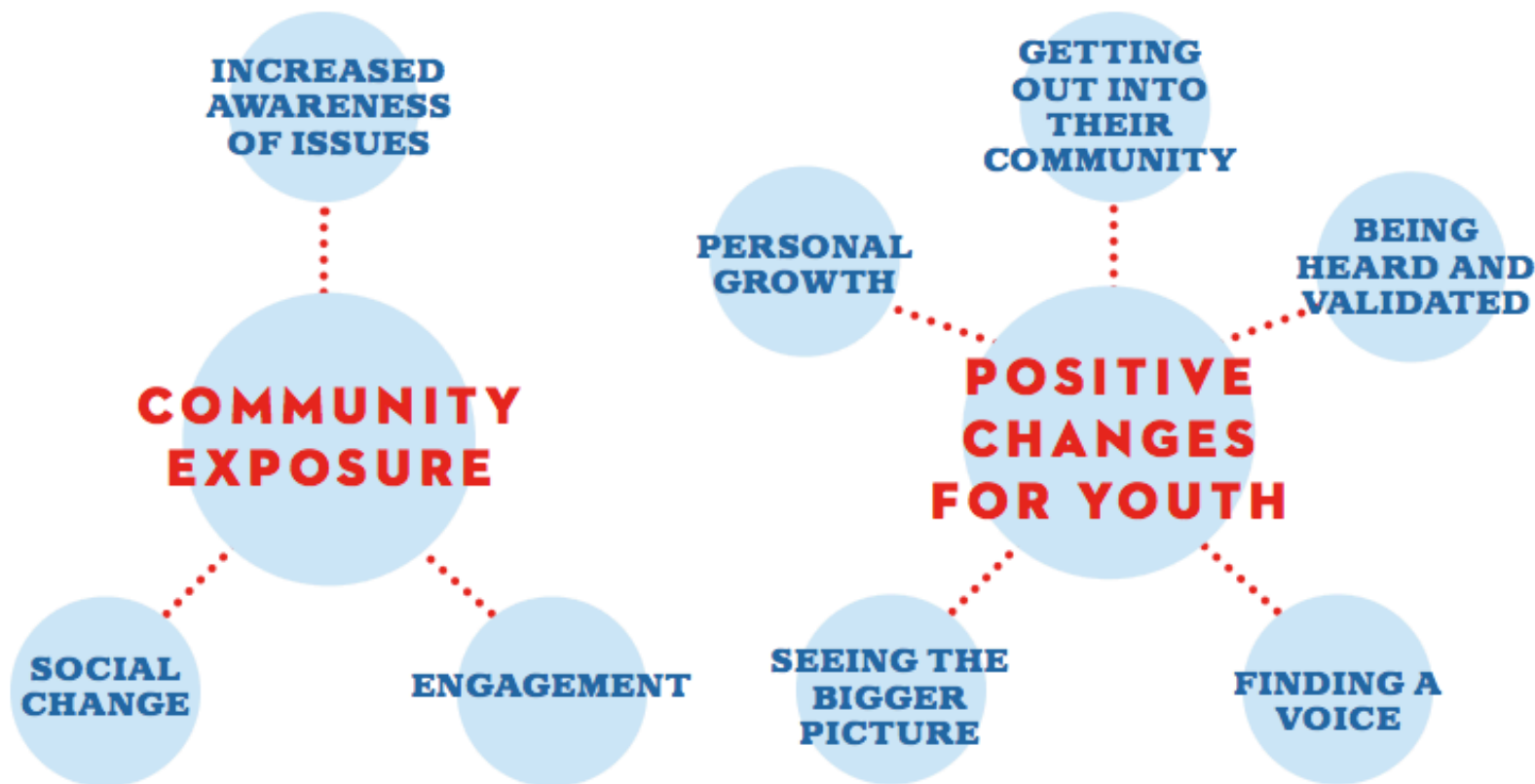
Step 4: Can you see a school from this store?..... ☐ No ☐ Yes

Step 5: Is there a place where youth might hang out nearby? (like McDonald's or Starbucks)

- ☐ No ☐ Yes If Yes, estimate how far away it is: ☐ ½ block away ☐ 1 block away ☐ More than 1 block away



Focus on Big Tobacco: A Point of Sale Photovoice Project



Super Secret Bonus Activity!



LIVING TOBACCO RETAILER MAP: An Interactive Activity to Visualize Density

This activity can be used as a companion to Walking Tobacco Audit and Tobacco Retailer Nation. After collecting data, you can share your findings with stakeholders like your city council or local government to impact policy change. Use this Human Retailer Map activity template as written or as inspiration to create your own policy action.

- Optional activity with youth
- Please contact your CHC before contacting mollie@countertools.org for more information

Using the Mapper with Youth

- Live Demo with Ian!

Thank you!



If you have any questions feel free to follow up with me or Ian:
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